

**Conference Transparency Report:**  
KubeCon + CloudNativeCon  
North America 2020 - Virtual  
**November 17-20**



**CLOUD NATIVE**  
COMPUTING FOUNDATION

HELM



This November the [Cloud Native Computing Foundation](#) (CNCF) held it's second virtual KubeCon + CloudNativeCon event, [KubeCon + CloudNativeCon North America 2020 - Virtual](#), with record-breaking registration and attendance.

The conference had 22,816+ registrants with a 70% attendance rate! Of this year's registrants, 67% were first-time KubeCon + CloudNativeCon attendees.

Feedback from attendees was positive, with 90% rating the event as "Good," "Very Good," or "Excellent." The top two reasons respondents cited for attending KubeCon + CloudNativeCon were education (65%) and networking (26%). Nearly 1,700 attendees have already taken advantage of The Linux Foundation Training coupon that was provided so that they can further their education and expand their skill set.





## End Users

[End user organizations](#) are those that use cloud native technologies internally and do not sell cloud native products and services externally. Forty-five percent of all attendees indicated being a part of an end user organization, a 10% increase from those in attendance at [KubeCon + CloudNativeCon North America 2019!](#) More data points regarding our end user attendance can be found in the demographics section below.

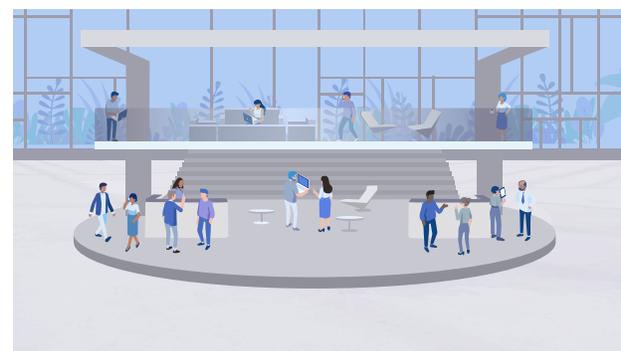
## Content

The event received 856 submissions with an acceptance rate of 15% which resulted in 345 total speakers for the event. Of the accepted speakers, 31% represented an end user company and 69% a vendor company, numbers that were commensurate with the number of speakers that submitted to the CFP. For keynotes, 39% of speakers were from an end user company and 61% a vendor company.

The four-day conference offered attendees 213 sessions, including keynotes, breakout sessions, tutorials, maintainer track sessions, and the expanded 101 track sessions. From feedback received via Sched.com, attendees gave an average session rating of 9 out of 10.

The schedule was curated by the conference co-chairs, Constance Caramanolis of Splunk and Stephen Augustus of VMware. Constance and Stephen selected 85 subject matter experts to form the program committee, including project maintainers and active community members. Program committee members registered for the topic areas within their expertise and were randomly assigned a subset of relevant talks for review and rate. Constance and Stephen then selected 26 subject matter experts from the program committee to form the new track chair selection committee. Each topic area was assigned two track chairs to form a short list of talks they recommended to the co-chairs to accept. Based on these short lists, the co-chairs assembled a coherent set of topic tracks and keynotes from the recommendations of the track chairs. We looked to the conference co-chairs, track chairs, and program committee to craft a diverse program that reflected current trends and interests in the cloud native community. (Note: Here are the [scoring guidelines](#) we provided to the program committee. There is not a one-to-one mapping of topic areas to session tracks.)

“For the CNCF, which is encouraging greater input from enterprise end-users on its technologies at this year’s conference, Apple’s use — and willingness of this typically secretive company to publicly disclose its K8s operations — is a strong validation point for wider enterprise usage of its open source orchestration platform.” - **Joab Jackson, The New Stack**





KubeCon



CloudNativeCon

North America 2020

*Virtual*

Keynote talks were selected by the conference co-chairs from a pool of the highest-rated CFP submissions and track chair recommendations, bringing thought-provoking speakers to the keynote stage. Keynote speakers included Ian Coldwater, Twilio; Duffie Cooley, Apple; Rory McCune, NCCGroup; Brad Geesaman, Darkbit; Jonathan Beri, Stealth; Alena Prokharchyk, Apple; David Sudia, GoSpoktCheck; and Wojciech Tyczyński, Google.

In addition to selected talks and keynotes, the conference included 67 maintainer sessions. These were produced by the maintainers of CNCF-hosted projects, SIGs, Kubernetes SIGs, Working Groups, and User Groups to inform users about the projects, add new adopters, and transition some of them from users to contributors. Sessions in the maintainer track were open to each of CNCF's 22 Graduated and Incubating hosted projects, the Kubernetes SIGs and working groups, and CNCF SIGs and UGs. Each of these groups was given the opportunity to do one 35-minute session. Eighty-eight percent of attendees went to a session in the maintainer track.

## Co-Located Events

Thank you to the companies that brought their expertise and additional content to the first day of the conference with their co-located events. There were a total of 12 co-located events that took place online.

### CNCF-hosted co-located events:

- Cloud Native Security Day | 1,606 attendees
- OpenTelemetry Community Day | 913 attendees
- Production Identity Day: SPIFFE + SPIRE | 515 attendees
- ServiceMeshCon | 1,803 attendees

### Externally-hosted co-located events:

- AWS Container Day: Kubernetes Edition hosted by AWS
- Capture the Flag Security Challenge KubeCon 2020 hosted by Trend Micro + Snyk
- Cloud-Native Data Management Day hosted by Kasten
- Kubernetes: Beyond the Basics hosted by VMware
- Open Operators Day hosted by Canonical
- OpenShift Commons Gathering hosted by Red Hat
- Putting Apache Cassandra™ on Automatic with Kubernetes hosted by DataStax
- ScaleX hosted by Cisco



## Diversity + Inclusion

KubeCon + CloudNativeCon North America 2020 - Virtual drew attendees from 137 countries on six continents. Ten percent of attendees were women and 0.59% gender non-conforming. Of the keynote speakers, 48% identified as men and 52% as women or gender non-conforming. For track sessions, 84% of speakers identified as men and 16% as women or gender non-conforming. Increasing gender diversity and attendance of other underrepresented groups continues to be a priority for CNCF.

To increase accessibility, we offered open captioning through Wordly, an online AI translation service. The service works well for those with hearing loss, that learn best by reading, and that speak a language other than English. Nearly six percent of attendees used the service, with the top languages being Japanese, Portuguese, Spanish, French, German, and Chinese (Simplified).

CNCF offered scholarships to 204 diversity applicants and 185 need-based applicants. This generous scholarship funding was provided by Cloud Native Computing Foundation, Legacy II Cloud, Palo Alto Networks, and Two Sigma.

We continue to offer programming to build a more diverse and inclusive community. The EmpowerUs session, sponsored by ITRenew and intended for women and gender non-conforming attendees, drew 62 participants while the Diversity + Inclusion Workshop: Removing Barriers to Innovation in Becoming a Better Ally, sponsored by AWS, brought in 50 attendees. More than 30 people participated in the Peer Group Mentoring + Career Networking, a program that connects seasoned members of the community with those interested in learning more about Kubernetes and growing their technical skills.

**"Diversity, community connection and open-source entering the mainstream were repeating themes throughout the event. Out of these, diversity took the spotlight with the announcement of the CNCF's Inclusive Naming Initiative, which is creating a framework for systematically replacing divisive terms. This marks a move away from a focus on technology toward building a more diverse community where everyone can reap the rewards of open-source, according to Piscaer."**

**- Betsy Amy-Vogt, SiliconANGLE**



KubeCon



CloudNativeCon

North America 2020

Virtual

## Engagement + Networking

With networking being listed by survey respondents as one of the top reasons to attend the event, we did our best to enhance this feature that can so easily be lost in a digital setting. Attendees were able to utilize the CNCF Slack workspace Networking Lounge, sponsored by Humio, to chat about everything from a specific session track to diversity to sharing their pet pics or favorite recipes. A total of 3,982 new members joined the workspace the week of the event and a total of 88,724 messages were sent, more than 4.5 times the number of messages from the previous non-event week.

The event's Project Pavilion gave all CNCF-hosted projects an opportunity to have a booth and host office hours. Thirty projects participated, including nine graduated, nine incubating, and 12 sandbox. Thirty-three percent of attendees participated in one or more of the office hours.

Throughout all the activities that were open to attendees, nearly 48% viewed and/or participated in at least one.

- Open source games were available in the Goldie's Games arcade, sponsored by Red Hat, where attendees could learn how to contribute and test their skills against fellow developers.
- The virtual job board provided hiring companies with the opportunity to get their job openings in front of thousands of bright minds in the industry and to connect with job seekers directly.
- The Sponsor Showcase Showdown program brought attendees and sponsors together to drive engagement and booth traffic. Each participating sponsor company ran their own interaction challenge for a chance to win exclusive prizes.
- Sponsors had the opportunity to provide promotional items for a virtual swag store within the event platform. Attendees could browse the available items and add them to their personal virtual swag bag. Popular assets were e-books, special promotions such as free trials, discounts, or coupon codes, and physical giveaways mailed to attendees.
- We concluded two event days by enticing people out of technical topics and entertaining them with various themed trivia games and escape room experiences.





We added several new interactive sessions for smaller subsets of attendees that have an interest in burgeoning topics. These sessions were open to the entire community, were well attended, and gave the opportunity for smaller 1:1 discussions.

- AMA Happy Hours with Priyanka Sharma gave attendees the option to meet the General Manager of CNCF and engage in some end-of-day socializing.
- CNCF [TechDocs](#) Open Hours allowed attendees to chat with the CNCF tech writers about tooling questions, docs triage and workflow, and how to attract docs contributors.
- Cloud Native Network Functions (CNF) Working Group held their kick-off meeting with a goal to create a software conformance program that any telco application implementation can use to demonstrate that they are conformant and interoperable with cloud native principles.
- The Inclusive Language in Code Community held its inaugural meeting for the [Inclusive Language Initiative](#), a cross-organization effort to use more inclusive language in code and documentation.
- CNCF End User Community Reception was a closed-session for those attendees whose organization is a member of the End User Community. Attendees gathered for breakouts to share best practices and lessons learned and took a break to learn how to juggle with Vegas entertainer Jeff Civillico.
- Red Hat sponsored the OKD Working Group BoF for the Community Distribution of Kubernetes that powers Red Hat OpenShift. The community discussed the latest release, its road map, and learned how to use the new CodeReady Container for OKD4.

For the first time, CNCF utilized its new Twitch channel to stream various meetings and events throughout the week, including the AMA Happy Hours, CNF Working Group Kick-off, and Inclusive Language in Code Meeting. We will continue to explore ways to provide open content on this platform for future events.

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**“In her keynote at this week’s virtual KubeCon + CloudNativeCon North America hosted by The Linux Foundation’s Cloud Native Computing Foundation, Alena Prokharchyk, software engineer with Apple, discussed her company’s adoption of a cloud-native ecosystem for application development and deployment -- and lessons learned along the way. She said the move was made to support the tech giant’s scale and use cases more efficiently with a focus on applications for modern, cloud environments.”**

**- Joao-Pierre Ruth, InformationWeek**

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# KEEP CLOUD NATIVE *Well*

While CNCF makes every effort to ensure the comfort, health, and happiness of KubeCon + CloudNativeCon attendees, there may still be some who feel overwhelmed by the amount of information or from having to stay home while often being secluded from friends, family, and usual activities.

For this event, we provided options for attendees to get active, watch some fuzzy friends, and discuss wellness. Activities included:

- Session: Stress & Mental Health in Technology, Dr. Jennifer Akullian, Founder | Psychologist, Growth Coaching Institute
- Access to [Open Sourcing Mental Illness \(OSMI\) handbook](#)
- On-demand desk stretching
- On-demand desk yoga
- On-demand desktop meditation
- Live online puppy + kitty cams
- Keep Cloud Native Well Slack channel for conversations

## PR + Marketing

KubeCon + CloudNativeCon North America 2020 - Virtual saw significant interest from media and analysts with 152 total attending the event. Publications and analyst organizations included ADT Mag, DevOps.com, Forbes, Gartner, IDC, InformationWeek, Le Monde Informatique, The New Stack, SDxCentral, SiliconANGLE, TechTarget and many others. Media and analyst attendees generated more than 1,877 articles, blog posts, and press releases full of compelling event news covering CNCF and its members, projects, and sponsors.

During the event, media and analysts attended a press and analyst conference, featuring a closed-session end user panel. CNCF also hosted three media roundtables, which featured CNCF community members and thought leaders discussing edge computing, service mesh and security as it relates to cloud native architecture.

We also had a large number of podcasters recording before and during the event, including DevOps.com, Google's Kubernetes Podcast, IBM's Developers Podcast, Roaring Elephant Podcast, TFIR, TheCUBE, The Cloud Report, and The New Stack.

Pre-event marketing activities included email marketing, media and analyst relations, organic and paid AdWords, news announcements, promotion to webinar audiences, and social media campaigns. Sixty-one members and sponsors contributed to the CNCF news package. Media partnerships also delivered a record-breaking 75 pre-show articles, including social media promotion, onsite video and audio segments, and feature articles.



## Conclusion

Thank you to #teamcloudnative and all those that have given their feedback regarding our second online KubeCon + CloudNativeCon event. We were happy to round out a difficult year by finding ways to keep the community engaged and connected everywhere. The uncertainty around us may continue for a time, but we are actively looking for ways to make our virtual events accessible and valuable for attendees around the globe. We know that education and collaboration are the most important elements to this group and we're eager to build on this in 2021.

With our record attendance, commitment to diversity, and positive feedback from those around us, we feel it is safe to call KubeCon + CloudNativeCon North America 2020 - Virtual a successful event. We look forward to making future events even better with no exception being made for [KubeCon + CloudNativeCon Europe 2021 - Virtual](#). We'll see you there!

A snapshot of event demographics and survey results follow, in addition to social and media highlights.

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**“Diversity, community connection, and open-source entering the mainstream were repeating themes throughout the event.”**

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## Total Registration:



22,816+ registered attendees

15,879 (70%) attendance rate

10,254 (45%)

attendees from an end user organization

## Attendee Demographics



Attendees from 137 countries across six continents

59% from the United States

Other countries with a sizeable audience at the event include:

India 7.5%; Canada 5%; UK 3.3%



8,171 companies participated

419 members companies

75 Kubernetes Certified Service Providers

22 Kubernetes Training Partners



4,659 End User companies participated

123 End User Members/Supporters

Top 10 End User companies by attendance:

1. Apple
2. Capital One
3. Fidelity Investments
4. JP Morgan Chase
5. Intuit
6. Salesforce
7. Verizon
8. Morgan Stanley
9. Workday
10. Nordstrom

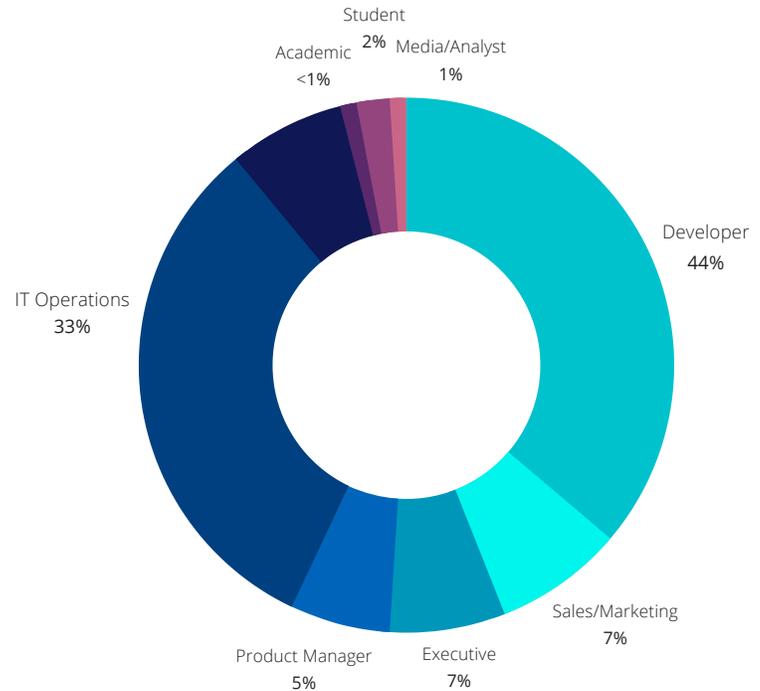


## Attendee Booth Traffic

Total leads captured at virtual exhibit booths were 95,964, with an average of 695 leads per booth which is a 40% increase over the 2019 in-person event in San Diego.

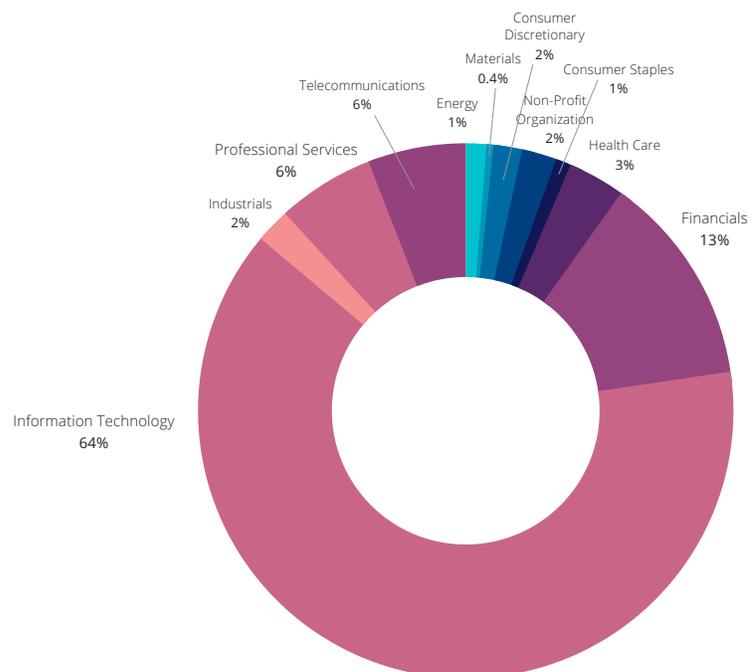
## Attendee Job Function

- Developer - 44%
- Data Scientist - 5%
- Full Stack Developer - 81%
- Machine Learning Specialist - 3%
- Web Developer - 10%
- Mobile Developer - less than 1%
- Executive - 7%
- Product Manager - 5%
- IT Operations - 33%
- DevOps - 59%
- Systems Admin - 18%
- Site Reliability Engineer - 22%
- Quality Assurance Engineer - 1%
- Sales/Marketing - 7%
- Media/Analyst - 1%
- Student - 2%
- Professor/Academic - less than 1%



## Industry

- Energy 1.24%
- Materials 0.42%
- Industrials 1.73%
- Consumer Discretionary 2.11%
- Consumer Staples 0.91%
- Health Care 3.45%
- Financials 12.80%
- Information Technology 63.46%
- Non Profit Organization 2.09%
- Professional Services 5.87%
- Telecommunications 5.92%





## Number of KubeCon + CloudNativeCon events attended

67% first-time attendees

33% attended past (live + virtual) events

## Event Platform "Dwell Time\*\*"

68% of attendees spent **6+ hours**

62% of attendees spent **10+ hours**

*\*\*Time spent in the event platform*

## Gender Diversity

### Attendee Breakdown

Male: 77% Women: 10% Gender Non-Conforming: 0.59% Prefer not to answer: 12.41%

### Keynote Speakers-only Breakdown

Men: 48% Women: 51% Gender Non-Conforming: Less than 1%

### Speakers-only Breakdown

Men: 84% Women: 15% Gender Non-Conforming: 1%

EmpowerUs attendance: 62

Diversity + Inclusion session attendance: 50

Peer Group Mentoring + Career Networking attendance: 7 Mentors / 25 Mentees

Diversity Scholarships: 204 offered

## Resources:

Videos (YouTube): <https://www.youtube.com/playlist?list=PLj6h78yzYM2Pn8RxfLh2qrXBDftr6Qjut>



## Year-Over-Year Comparisons

### Registration

TYPE	2016 - Seattle	2017 - Austin	2018 - Seattle	2019 - San Diego	2020 - Virtual
Total	1,139	4,212	8,000	11,981	22,816+
Full Pass	N/A	N/A	N/A	N/A	67.34%
Keynote Only	N/A	N/A	N/A	N/A	13.97%
Corporate	38%	64%	68%	67%	N/A
Individual	23%	7%	6%	9%	N/A
Speaker	11%	6%	5%	5%	1.51%
Sponsor	17%	16%	17%	15%	16.55%
Media	3%	1%	1%	1%	0.63%
Academic	N/A	2%	2%	3%	N/A
Hall Pass	7%	<1%	N/A	N/A	N/A
Exhibitor Only Pass	N/A	1%	N/A	N/A	N/A

### Sponsorship

SPONSOR LEVEL	2016 - Seattle	2017 - Austin	2018 - Seattle	2019 - San Diego	2020 - Virtual
Diamond	8	5	6	6	6
Platinum	3	17	20	35	8
Gold	10	23	20	19	21
Silver	13	30	87	100	63
Start-Up	N/A	30	50	73	38
End User	N/A	N/A	5	10	2
Marketing Opportunities	13	26	27	34	29
Total Unique	39	107	193	246	143

## Sponsor Expo Hours

HOURS	2016 - Seattle	2017 - Austin	2018 - Seattle	2019 - San Diego	2020 - Virtual
TOTAL	20	21.5	29.75	23.25	30
DAY 1	N/A	N/A	N/A	N/A	8
DAY 2	11.5	9	13.25	10.25	7.5
DAY 3	8.5	7	9	7	7.5
DAY 4	N/A	5.5	7.5	6	7

*\*Recommended booth staff hours. Virtual booths accessible 24 hours a day.*

## Top 5 Session Tracks

1. Maintainer
2. Application + Development
3. CI/CD
4. Tutorials
5. Operations

## Top 5 Sessions

1. Day 1 Keynotes
2. Day 2 Keynotes
3. Day 3 Keynotes
4. A Flight Over the Cloud Native Landscape
5. Clean Up Your Room! What Does It Mean to Delete Something in K8s



## Top 5 "Spaces"\*

1. Keynote Theater
2. Breakout Theater
3. 101 Track Theater
4. Diamond Expo Hall
5. Tutorials Theater

\*Spaces refer to webpages in the event platform such as each theater, expo hall, lounge, etc.

Sponsor Theater Unique Visitors: 4,303

Total # of Sponsor Swag Downloads: 12,426

Total Job Board Posts: 64

## Online Reach + Traffic

### Social Results:

*Timeframe from Nov 17-20 (KubeCon + CloudNativeCon event week)*

5.3M @CloudNativeFdn impressions

Over 2,000 @CloudNativeFdn engagements

412 @CloudNativeFdn retweets

2,300 @CloudNativeFdn mentions

**YouTube:** As of December 17, the KubeCon + CloudNativeCon NA 2020 - Virtual [session videos](#) have garnered more than 8,023 views.

### Twitter Moments:

November 18 - <https://twitter.com/i/events/1329156195484098560?s=20>

November 19 - <https://twitter.com/i/events/1329509862007578625?s=20>

November 20 - <https://twitter.com/i/events/1329884528601673728?s=20>



KubeCon



CloudNativeCon

North America 2020

Virtual

## Media + Analyst Results

### Coverage Snapshot (Nov 17- Dec 4):

- CNCF – 1,361 mentions in media articles, press releases, and blogs shared 2,431 times across social platforms
- Kubernetes – 2,263 mentions in media articles, press releases, and blogs shared 18,444 times across social platforms
- KubeCon + CloudNativeCon – 1,877 mentions in media articles, press releases, and blogs shared 3,387 times across social platforms

### Coverage Synopsis:

More than 152 reporters and analysts attended KubeCon + CloudNativeCon NA 2020 - Virtual, including influential tech reporters like Business Insider's Rosalie Chan, LeMagIT's Yann Serra, SD Times' Jenna Sargent, SDxCentral's Matt Kapko, The Register's Tim Anderson and Richard Speed, and The New Stack's Joab Jackson and Alex Williams. Industry analysts came from leading firms such as Gartner, Forrester, IDC, 451 Research, Global Data, ISG, and Aberdeen Group.

Media and analyst attendees sat in on keynotes, sessions, a press and analyst conference featuring an end user panel, an analyst-only event, and roundtables on edge computing, security and service mesh.

CNCF worked closely with project maintainers, members, and sponsors to include their show news in the news package that was shared with attending media and analysts under embargo. Thanks to these efforts, KubeCon + CloudNativeCon NA 2020 - Virtual generated over 1,877 mentions in media articles, press releases and blogs between November 17 - December 4 – plus CNCF with 1,361 mentions and Kubernetes with 2,263 mentions.

With over 60 announcements from CNCF and its member companies this week, coverage surrounding KubeCon + CloudNativeCon NA - Virtual can be summed up in a few short phrases:

- "Businesses across tech adapt to storing and securing data with containers on the cloud"
- "Observability standards emerge as Kubernetes matures"
- "Diversity, community connection, and open-source entering the mainstream were repeating themes throughout the event."
- "Kubernetes has become a fundamental ingredient of cloud automation and scalability"
- "Open source is now validated completely"
- "Divisive terms have 'no place in an inclusive world, inclusive software, or an inclusive community'"
- "Open source is for everyone"



## Media Coverage Quote Highlights:

"For the CNCF, which is encouraging greater input from enterprise end-users on its technologies at this year's conference, Apple's use — and willingness of this typically secretive company to publicly disclose its K8s operations — is a strong validation point for wider enterprise usage of its open source orchestration platform." - Joab Jackson, [The New Stack](#)

"At this year's Kubernetes Conference, Cloud Native Computing Foundation community members including Red Hat, NetApp and Rancher debuted solutions that will help organizations that aren't cloud native make a new and difficult type of digital transformation: from legacy architectures to containers and microservices." - Tatum Hunter, [Builtin](#)

"In a previous article, we defined DevSecOps with six traits: security automation, security culture, de-siloing IT, shifting security left and security as an enabler (not a stalling force). The KubeCon panelists seemed to echo all of these points. Fox described DevSecOps as "a term used by organizations to ensure their DevOps approaches have a security-first mentality." To her, this means placing security automation within workload environments." - Bill Doerrfeld, [DevOps.com](#)

"In her keynote at this week's virtual KubeCon + CloudNativeCon North America hosted by The Linux Foundation's Cloud Native Computing Foundation, Alena Prokharchyk, software engineer with Apple, discussed her company's adoption of a cloud-native ecosystem for application development and deployment -- and lessons learned along the way. She said the move was made to support the tech giant's scale and use cases more efficiently with a focus on applications for modern, cloud environments." - Joao-Pierre Ruth, [InformationWeek](#)

"The company's infrastructure is supported by thousands of microservices running in production. Spotify was an early adopter of Dockerized spaces and, more recently, Kubernetes. With thousands of data pipelines, hundreds of websites and micro-app features, Spotify conducts about 20,000 deployments per day. And speed is just as important today, if not more so." - Denise Nelson, [SiliconANGLE](#)

"Diversity, community connection and open-source entering the mainstream were repeating themes throughout the event. Out of these, diversity took the spotlight with the announcement of the CNCF's Inclusive Naming Initiative, which is creating a framework for systematically replacing divisive terms. This marks a move away from a focus on technology toward building a more diverse community where everyone can reap the rewards of open-source, according to Piscaer." - Betsy Amy-Vogt, [SiliconANGLE](#)



KubeCon



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## Analyst Coverage Highlights through December 6:

Gartner: [Emerging Technologies: Applying SASE's Architectural Model to Secure Distributed Composite Apps](#), Analysts: Joe Skorupa, Neil MacDonald, Anne Thomas

Gartner: [Market Trends: The Rise of Cloud-Native Technology Ecosystems \(Container Perspective\)](#) Analysts: Wataru Katsurashima, Michael Warrilow, Sid Nag

Gartner: [How to Manage Open-Source Software Risks Using Software Composition Analysis](#), Analysts: Arun Batchu, Anne Thomas

Gartner: [Assessing Containerization for Advanced Analytics Initiatives](#), Analysts: Daniel Cota, Soyeb Barot

Gartner: [Devise an Effective Cloud Computing Strategy by Addressing Five Key Areas](#), Analysts: David Cearley

Gartner: [Tech CEOs Can Expand the Container-Based Infrastructure Market by Supporting Edge Computing and Machine Learning](#), Analysts: Wataru Katsurashima, Arun Chandrasekaran

Gartner: [A Guide to Distributed Cloud: The Next Frontier of Cloud Computing](#), Analysts: Angelina Troy

Gartner: [Solution Criteria for Public Cloud Kubernetes Services](#), Analysts: Tony Iams, Traverse Clayton

Gartner: [Emerging Technologies and Trends Impact Radar: Cloud Computing](#), Analysts: Ed Anderson, John Santoro, Wataru Katsurashima, Michael Warrilow, Sid Nag, Chris Pang, David Ackerman, Jim Hare, Alys Woodward, Tim Faith, Nat Smith, Joe Skorupa

Gartner: [New Roles and Skills for I&O Professionals in DevOps](#), Analysts: Alan Waite

Gartner: [2021 Strategic Roadmap for Edge Computing](#), Analysts: Bob Gill

Gartner: [How I&O Can Properly Deliver Kubernetes Support](#), Analysts: Dennis Smith

Forrester: [Cloud Powers The Adaptive Enterprise](#) | Dave Bartoletti

Forrester: [Adoption Profile: Private Cloud In Europe, Q4 2020, Private Cloud Advances In Europe With HCI, SDI, Containers, And Edge As GAIA-X Looms Over Public Cloud](#) Paul Miller, Tracy Woo, Chris Gardner

Forrester: [Adoption Profile: Private Cloud In North America, Q4 2020](#)

Forrester: [Private Cloud Advances With HCI, SDI, Containers, And Edge](#) | Tracy Woo, Chris Gardner

Forrester: [Now Tech: Hybrid Cloud Management Software In China, Q4 2020](#)

Forrester: [Forrester's Overview Of 29 Hybrid Cloud Management Software Providers, November 12th, 2020](#) | Guannan Lu, Charlie Dai

451 Research: [As cloud-native community comes together at KubeCon/CNCFcon, security remains a key focus](#), Fernando Montenegro

451 Research: [Who influences the influencers? How the CNCF impacts cloud-native storage](#) Liam Rogers, Rachel Dunning

451 Research: [LINBIT further embraces Kubernetes and the CNCF with its Piraeus storage project](#), Liam Rogers

451 Research: [Cloud Security Is a Team Sport](#), Fernando Montenegro

451 Research: [Public Cloud Price Index: Q4 2020 Country Benchmarks and Tools](#), Jean Atelsek

451 Research: [Information Security – COVID-19 Impact: Container Security Market Scenario Analysis Update](#)

451 Research: [COVID-19 driving DevOps and cloud-native initiatives in the enterprise - Highlights from VotE: DevOps, Organizational Dynamics 2020](#), Jay Lyman

GigaOm: [GigaOm Radar for Kubernetes Data Protection](#), Enrico, Signoretti



## Media Coverage Highlights through Dec 4:

ADT Magazine: [Accurics Extends Support to CNCF Projects Helm and Kustomize](#)  
ADT Magazine: [Accurics Extends Support to CNCF Projects Helm and Kustomize](#)  
ADT Magazine: [CNCF Survey 'Takes the Pulse' of the Global Cloud Native Community](#)  
ADT Magazine: [Instana Adds Kubernetes Support](#)  
ADT Magazine: [Microsoft's KubeCon News Includes AKS Support for Kubernetes 1.19](#)  
Block & Files: [Storage suppliers go Kubernetes crazy in this week's roundup](#)  
BuiltIn: [Legacy Tech is Waking Up to Cloud Native](#)  
Business Insider: [How Intuit slashed costs and saved time by moving its TurboTax software to Kubernetes, a popular open source project started at Google](#)  
Channel Futures: [Commvault Kubernetes Focus Expands with New Metallic Offer for Containers](#)  
ComputerWeekly: [Pedal to the bare metal: Equinix maxes out for scale-out](#)  
Container Journal: [Accurics Adds Helm Charts, Kustomize Support to Security Tool](#)  
Container Journal: [Carbon Relay Becomes StormForge to Meld Kubernetes App Tests With AIOps](#)  
Container Journal: [CNCF Survey Finds Increased Dependency on Containers, Kubernetes](#)  
Container Journal: [Containers Creating Major DevSecOps Challenge](#)  
Container Journal: [Red Hat Extends Reach of OpenShift Platform](#)  
Container Journal: [Service Mesh Not 100% Ready for Wide Adoption](#)  
Container Journal: [Sysdig Brings Native Microsegmentation to Kubernetes Clusters](#)  
Container Journal: [Trilio Expands Kubernetes Protection Reach](#)  
CRN: [NetApp To Embed Rancher Kubernetes In Its Hyperconverged Infrastructure](#)  
DataCenter-Insider: [The Native Computing Foundation has a lot to offer and has to mourn one death](#)  
DevClass: [Kuma mesh gets ready for multi-zone catches](#)  
DevOps.com: [build.security Leverages OPA to Shift App Authorization Left](#)  
DevOps.com: [KubeCon Coverage: Incentivizing the DevSecOps Culture](#)  
Executive People: [Red Hat improves Hybrid Cloud with OpenShift Innovations](#)  
FierceTelecom: [Red Hat takes OpenShift to remote work nodes at the edge](#)  
Heise: [CNCF publishes new certification for Kubernetes administrators](#)  
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Packet Pushers: [Day Two Cloud 076: A Curated KubeCon And CloudNativeCon Roundup](#)  
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SDxCentral: [Edge Definitions Suffer Messy Complexities](#)



KubeCon



CloudNativeCon

North America 2020

Virtual

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StorageReview: [Highlights From KubeCon 2020](#)  
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## 152 journalists and analysts attended KubeCon + CloudNativeCon NA 2020 - Virtual, from publications including:

451 Research	Forbes	Programmez
ActualTech Media	Forbes/GigaOm	ReadWrite
Amalgam Insights	Forrester Research	Redmonk
Application Development Trends	Freeform Dynamics	Revista Cloud Computing
ARC Advisory Group	Freelancers	Roaring Elephant
Architecting IT	com!	SD Times
AvidThink	Gartner	SDxCentral
BuiltIn	GigaOm	Silicon.es
Business Insider	GlobalData	SiliconANGLE
c't	Google podcast	TechRepublic
Changelog	HFS Research	TechTarget
CIO	IDC	Tecnonews
CloudPulse / TWIML	InfoQ	Telesemana
Cloud Unfiltered (Podcast)/Cisco	Informa	The Cloud Report
Computable	InformationWeek	The New Stack
Computer Weekly	Intellyx	The Register
Computerweekly.de	ISG-One	ThinkIT
Computerworld, Infoworld, CIO, NetworkWorld, CSO	IT Media	TLA Tech
ContainerJournal	iX	Twimio
DataCenter-Insider	Justin's IT Blog	VentureBeat
Datanami	Kisaco Research	Virtualization Review
DevClass	L'Informaticien	VMBlog
DevOps.com	LeMagIT	VM Man (Arabic)
DZone	Le Monde Informatique	Women who Code
EMA	O'Reilly	ZDNet
Enfasys/ITWare Latam	Omdia	
EnterpriseAI	OpenmarketingTV	
Farrallon Technology Group	OpenSource.com	
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